



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## UNIVERSITY EXAMINATIONS 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR DEGREE OF BACHELOR  
OF BUSINESS ADMINISTRATION, BACHELOR OF SCIENCE IN FINANCE AND  
BACHELOR OF COMMERCE

### BFC 3365/EMP 3350: RESEARCH METHODS

DATE: APRIL 2024

TIME: 2 HOURS

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INSTRUCTIONS: Answer Question ONE and any other TWO questions.

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#### QUESTION ONE (30 MARKS)

- (a) Describe the meaning and application of the following terms in social science research (12marks)
- (i) Basic research
  - (ii) Measurement scale
  - (iii) Research design
  - (iv) Sample survey
  - (v) Conceptual framework
  - (vi) Probability sampling
- (b) Research is increasingly becoming a common business process today, why do you think managers are turning to research methods to solve business problems? (10marks)
- (c) Describe FOUR research design approaches that can be applied business researches (8marks)

#### QUESTION TWO (20MARKS)

- (a) You are a fourth year student and a student leader in Kisii University of Science and Technology. The University management requests your support in carrying out a research study on the relationship between gender, height and performance for Meru University Students. The background of the problem, the university management is



concerned that majority of the students discontinued from their programmes for poor performance were mainly of a particular gender and one of the administrators noticed a significant height for three students who have been discontinued recently. The management wishes to carry out a personalized counselling clinics for the students but has budget and time constraints and wishes to focus on a particular group of students. The university has 6000 students distributed almost in equal numbers from I<sup>st</sup> to 4<sup>th</sup> year.

**Required**

- i. Describe the nature of this research (4marks)
- ii. If you were carrying out the study as part of your course assignment would your answer in (i) change? Explain (4marks)
- (b) Explain the main variables in the study and indicate their measurement scales (6marks)
- (c) Suggest an objective and a research question for this study (6marks)

**QUESTION THREE (20MARKS)**

- (a) Describe four non probability sampling techniques that can be applied in a social science research (8marks)
- (b) You want to carry out a popularity opinion survey for three potential candidates in a senatorial by election in Nyamira County, which has 300,000 potential voters and you have budget and time constraint.

**Required**

- (i) Which research design would you choose for your study and why? (3marks)
- (ii) What sampling method would you apply for this research? Justify your answer (3marks)
- (iii) What data collection instrument (s) would you use to collect your data? (2marks)
- (iv) Describe two statistical measures you would use to summarize the opinion of the voters (4marks)

**QUESTION FOUR (20MARKS)**

- (a) One of the major components of basic research is critical literature review.



## Required

- (i) Describe the term "critical literature review" (2marks)
  - (ii) Describe are the main parts of a literature review (6marks)
  - (iii) Describe four sources of information for a literature review (8marks)
- (b) What is research hypotheses (4marks)

## QUESTION FIVE (20MARKS)

- (a) Describe the basic steps towards undertaking an academic research project (12marks)
- (b) Discuss the various data collection instruments a researcher can use to collect research data (8marks)

